

USAID YouthLead Platform Content Creator and Social Media Manager



Project Title	USAID YouthLead Platform Content Creator and Social Media Manager
Project Summary	Seeking energetic and driven intern to help the USAID Youth office create and disseminate engaging and innovative content on the YouthLead.org online platform, manage the platform, engage with members and on related social media. YouthLead is USAID's new global platform for young changemakers.
Country	United States

Project Description

USAID's Youth office in partnership with YouthPower Learning has developed a site for young changemakers: YouthLead.org. This site reaches youth across the globe and connects them to people, opportunities, and tools that will help them achieve their goals and dreams. We are seeking a YouthLead Content Creator and Social Media Manager with an interest in communications and social media as well as programs, services, and policies that support the well-being of youth. projects that may be assigned, including:

Drafting web content for youth and youth-led organizations:

- Updating platform content
- Posting on social media
- Researching/writing blogs
- Highlights of youth leaders and youth-led organizations

Researching improvements to the platform and related social media:

- Identifying and testing new tools and strategies for engaging young people via social media platforms
- Reviewing web analytics data to identify opportunities
- Carrying out outreach and collecting feedback

Required Skills or Interests

Skill(s)

Cultural diplomacy

Design thinking

Editing and proofreading

Graphic design
Infographic design
Marketing
Research
Social media management
Storytelling/bloggging/vlogging
Website design
Writing

Additional Information

- Skills:
- Experience developing and implementing social media, digital communication strategy, and writing substantive content for the web. Prior web content writing experience strongly preferred. Experience communicating research to practitioners in prior writing.
 - Strong organizational and interpersonal skills for networking and partnership development.
 - Ability to work both independently and collaboratively on assigned tasks in a virtual environment.
 - Ability to meet deadlines and produce quality work.
 - Familiarity with word processing, spreadsheet, and/or database software.
 - Ability and interest in learning and using a variety of communication-focused technologies website content management systems such as Drupal.
 - Ability to use Facebook Insights and Google Analytics.
 - Strong social network skills on platforms such as Facebook, Twitter, and Instagram.
 - Comfort using Google Docs and other online collaboration tools.

- Interests:
- Youth leadership areas, including positive youth development.
 - Using social media to engage youth in positive change.
 - Capacity development of youth-led organizations and youth leadership

Additional Information:

Interns in bachelors and graduate programs are welcome, including those in a field of study related to topics of interest to USAID or with an interest in such topics. Visit youthpower.org for a list of topics of interest to the Youth Coordinator’s office at USAID.

Language Requirements

Language	Speaking Proficiency	Reading Proficiency	Importance
Spanish	Limited working proficiency	Minimum professional proficiency	Nice to Have

French	Limited working proficiency	Minimum professional proficiency	Nice to Have
Arabic	Limited working proficiency	Minimum professional proficiency	Nice to Have